



Are You Ready for the New Age of Tourism?



[The Idaho Conference on Recreation and Tourism](#) is quickly approaching - will you be joining us in Lewiston, May 3 – 5?

This year's Conference – **The New Age of Tourism** - offers incomparable value for your registration. Sessions are geared toward the evolving national and global travel business.

Early bird rate is \$150.00 through April 22.

If time away from the office to attend the full Conference is a challenge, single day registration is an option. Each day is jam-packed full of learning and networking opportunities — no matter which day you choose to attend, you will have access to the brightest minds and expertise, and you will walk away with new insights.

Daily highlights include:

Tuesday, May 3

- **Idaho Travel Council** – Grant presentations
- Networking at the **Opening Night Reception** —Connect with colleagues and friends
- Historic evening in Pioneer Park – Celebrating **Lewiston's 150th Birthday**. You are encouraged to come dressed in 1860 period costume.

Wednesday, May 4

- Keynote presentations from **Roger Brooks**, "The New Age of Tourism: Is it working for You" and "You Must Jettison the Generic", blends the metamorphosis of the business of travel with

seven things you need to do in this crucial age of specialization.

- Keynote, **Todd Skelton**, "Handle your online reputation management", how to use reviews as a sales tool and create a positive communication environment with our users.
- Luncheon keynote, **William Bakker**, takes you on a journey of discovery; exploring how the modern traveler researches, plans, and books travel in this age of new media.
- **Field Trip sessions** with experts in the subject of Culinary, Geology, and Native American culture.
- ICORT's Signature Evening Event – **Idaho Preferred: Local food showcase**. Sample the best food, wine and spirits from Lewiston's backyard.

Thursday May 5

- A keynote presentation from **DR. H. Cordell**, "Demographics, Recreation Use Patterns, and Visitor Preferences Affect Tourism in the U.S. and the Intermountain West", will discuss outdoor recreation supply and demand, trends, and futures throughout the U.S. and the region, based on the National Survey on Recreation and the Environment.
- **Breakout Sessions with experts** DR. H. Ken Cordell and DR. Don English- Outdoor Recreation Trends and Economic Impacts in Idaho; Sonna Lynn Fernandez - The Futurist Report, Moving into the Future; Leah Clark, Moya Shatz and Wendi Haught - Best practices to create a unique "Foodie Destination"; William Bakker & Rodney Payne - SM101: The Anatomy of Social Media.
- **Governor's Take Pride** in Idaho Awards and Luncheon

Take advantage of full Conference or day registration rates, [by registering online today](#).

We invite to linger longer in the Lewiston area and participate in these activities: [Jetboating](#), [hot air ballooning](#), [whitewater rafting](#), [bicycling the Palouse](#) and/ or a [ghost tour](#).

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